DISTRIBUTION:

L. J. Beasley	10601	(6 Rey)	P. A. Letourneau		
J. W. Best	10601	(6 Rey)	J. V. Maguire	10801	(8 Rey)
V. F. Bick	10901	(9 Rey)	J. Y. Marshall	10701	(7 Rey)
E. M. Blackmer	10401	(4 Rey)	S. B. Miller	11102	(11 Rey)
D. L. Bomgardner	10801	(8 Rey)	J. R. Moore	10904	(9 Rey)
P. S. Cohen	10701	(7 Rey)	D. E. Owens	5000	
C. A. Coyle	10801	(8 Rey)	M. Payne-Ellis	11601	(16 Rey)
P. J. Cundari	10601	(6 Rey)	G. C. Pennell	10701	(7 Rey)
C. M. Davis	10701	(7 Rey)	R. K. Phelan	10701	(7 Rey)
L. G. Dube	10701	(7 Rey)	J. M. Piscitelli	X400	
C. M. Faino	10401	(4 Rey)	J. E. Powers	10601	(6 Rey)
R. L. Fiori	10602	(6 Rey)	B. H. Redd	BGTC	(Room 309-B)
H. W. Freeman	21203	(12 Plaza)	R. M. Sanders	10601	(6 Rey)
P. B. Fulk	10701	(7 Rey)	A. J. Schindler	11503	(15 Rey)
R. C. Gaillard	10401	(4 Rey)	D. E. Schmidt	10904	(9 Rey)
P. E. Galyan	10701	(7 Rey)	M. W. Shaw	10601	(6 Rey)
J. A. Geeting	1800		R. S. Smith	20501	(5 Plaza)
T. C. Griscom	11802	(18 Rey)	O. Sorensen	11505	(15 Rey)
D. J. Gesmundo	10601	(6 Rey)	S. G. Steen	10801	(8 Rey)
B. D. Hatter	10801	(8 Rey)	B. K. Stockdale	10801	(8 Rey)
C. Roger Hill	10903	(9 Rey)	T. W. Trader	10801	(8 Rey)
C. T. Hill	10801	(8 Rey)	K. L. Verner	10401	(4 Rey)
D. N. Iauco	11506	(15 Rey)	K. Whitehurst	10601	(6 Rey)
M. O. Johnson	10901	(9 Rey)	D. L. Wilmesher	10601	(6 Rey)
R. S. Keith	10903	(9 Rey)	R. N. Young	10602	(6 Rey)
K. J. Lapiejko	11505	(15 Rey)	S. Zitta	10904	(9 Rey)

FROM: E. M. McAtee **DATE:** November 1, 1996

SUBJECT: **NEW BRAND INTRODUCTIONS:**
- **OLD GOLD FILTER MENTHOL LIGHTS 100'S**
- **OLD GOLD FILTER ULTRA LIGHTS 100'S**

The attached customer letter outlines the introduction of Old Gold Filter Menthol Lights 100's and Old Gold Filter Ultra Lights 100's. First delivery date is December 23, 1996. An allowance of $7.50 per 12M case and 30 day terms or an additional discount on EFT accounts will be made. Both brands are white tipped, soft pack styles. 6M shipping cases only.

Both styles will be priced at the branded generic level. $45.95 per M, $9.19 per carton. Promotional support includes:

- Temporary counter and floor display payments (standard level).
- Two B1G1F promotions are scheduled during the introductory period (12/23/96 - 1/31/97). An instant redeemable pack coupon will be featured on the non gratis pack.
- Sales Force will have available free packs to encourage sampling and B1G1F coupons to generate trial and convert competitive smokers.
- In May Sunday Supplements will feature a coupon for $1 off 2 packs and a coupon for $1 off a carton. Both can be combined with other retail coupons/stickers.
- Point of sale will feature both new Old Gold styles.
- Product will be allocated.

E. M. McAtee

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Source: https://www.industrydocuments.ucsf.edu/docs/yrwn0000